

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

FIRST WITH THE FILM NEWS IN CANADA

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1915-1954

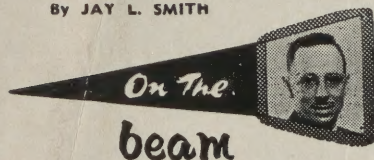
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Elvis Cops Toronto Headlines

By JAY L. SMITH



I attended a private screening last Thursday night of the new J. Arthur Rank production, "The Battle of the River Plate", and would like to go on record with the opinion that if the Rank studios can keep on turning out pictures of this quality and appeal, they will have no difficulty cracking the American market with their own distribution company.

Personally, I have always been a sucker for British war films, ever since as a youngster in short pants I was taken to the old Regent Theatre in Toronto to see such epics as "Ypres", "The Flag Lieutenant", "Zeebrugge", etc. When it comes to this type of picture, somehow the British have a way of underplaying the dramatics so effectively, that you are convinced what you are seeing is the real thing.

Such a picture is "The Battle of the River Plate". Produced by Powell and Pressburger, a team that have achieved international fame with such previous hits as "The 49th Parallel", "Stairway To Heaven", and others, the picture holds the interest from the opening scene right through to the closing sequence. It is packed with suspense and excitement, as well as human interest. A man's picture, it will prove of equal drawing power among the women, and the teen-agers and youngsters will find it as thrilling as a shoot-'em-up western.

As a box-office picture, it should not only equal, but exceed "Reach For The Sky", which is JARO's biggest hit in years, for "The Battle of the River Plate" has the added attraction of VistaVision and Technicolor, and I do not believe I have ever seen as magnificent color

(Continued on Page 4)

Press Coverage Tremendous For "Love Me Tender" Special Show

Toronto: For the first time in the history of the Motion Picture Industry in Toronto, a film opening at a local theatre captured the headlines in both evening newspapers, from the first edition right through to the four-star final. The antics of 3,000 teen-age Elvis Presley fans, at the special morning matinee showing of 20th Century-Fox's "Love Me Tender" at Shea's Theatre, was the subject of the headlines of both the Toronto Daily Star, and the Evening Telegram, with several columns long front-page articles backing up the headlines.

Reporters from both papers, and from the CBC were on hand at (See PRESLEY Page 5)

Norm Simpson New Para. Branch Mgr.

Toronto: Gordon Lightstone, Canadian General Manager for Paramount, has announced the appointment of Norman Simpson, formerly salesman in the Winnipeg Branch, to the position of Saint John Branch Manager for Paramount, succeeding Robert Murphy, who last week tendered his resignation. (See SIMPSON Page 4)

RKO To Release 14 Pix In First Six Months Of 1957

Toronto:—Fourteen film productions, representing a total expenditure of \$33,000,000, will be released by RKO Radio Pictures during the first six months of 1957, it was announced last week by Jack Lebow, Canadian District Manager for RKO.

Spearheaded by the multiple million dollar aviation spectacle, "Jet Pilot," starring John Wayne, one of the costliest productions ever filmed, the group of releases represents the strongest product lineup ever presented by RKO during a corresponding period.

The program runs the full entertainment gamut, including spectacle, historical drama, adventure, (See RKO's 14 Page 4)

Emp-U Execs Attend U-I Sales Meeting

Hollywood: Among those attending the week-long Sales Executives Conference at the Universal-International Studios here this week, are A. W. Perry, President of Empire-Universal Films Limited, which distributes Universal's product in Canada, Mark Plottel, Em- (See EMP-U Page 5)

**LEN BISHOP
TO MANAGE
HOLLYWOOD,
TORONTO,
WHEN F-P
TAKE OVER
DECEMBER 21**

Odeon Hosts QOR

Halifax: On Thursday, Nov. 22 and Friday Nov. 23 Odeon's Oxford Theatre, Halifax played host to The Queen's Own Rifles Battalion, which is at present in Halifax awaiting word to go to Egypt. It was split into two groups of ap- (See ODEON Page 5)



Two weeks prior to the opening of "Love Me Tender" at Shea's, Sam Glasier, 20th-Fox's Canadian publicity head, and Shea's manager Len Bishop held a screening of the picture for the presidents and vice-presidents of the Elvis Presley Fan Clubs in Toronto. At this screening, arrangements were made for the special Saturday morning showing of the picture which was such a "roaring" success.


DORE SCHARY OUT AS M-G-M PRODUCTION CHIEF. BEN THAU TAKING OVER AS STUDIO ADMINISTRATOR. SOL SIEGEL SEEN AS LIKELY SUCCESSOR TO SCHARY.



NOW WE KNOW WHY

Last week we screened THE BATTLE OF THE RIVER PLATE within hours of the print being cleared from Customs. At the end of the picture we felt like cheering. Here is a film fulfilling our promise to provide exhibitors with distinguished motion pictures, which like REACH FOR THE SKY strike soundly at the boxoffice. Outgrossing the latter in its first week at the Odeon Theatre, Leicester Square, London, England, THE BATTLE OF THE RIVER PLATE was honoured this year as the Royal Command Performance Film . . . Now We Know Why!

J. Arthur Rank Film Distributors (Canada) Ltd.



Across the Country

Toronto

Prior to the opening of "Love Me Tender" at the Capitol Theatre, Brantford, Manager Bill Burke conducted an "Elvis Presley Rally" on the stage on the previous Saturday afternoon, Nov. 24, with local variety acts. Prizes and gifts consisted of Presley recordings, six double passes for "Love Me Tender" and 8 x 10 pictures of the rock n' roll specialist. Everybody got one of the fan-photos.

After playing an extended engagement at the B. & F. Vaughan Theatre, Toronto, some months ago, "Hill 24 Doesn't Answer" had a special "downtown showing" at the Savoy Theatre at Yonge and Gerrard Streets. With its battle sequence between Israel and Egypt, the picture was highly appropriate in view of recent Middle East developments.

Manager Don Edwards of the Tivoli Theatre, Hamilton, featured his advance campaign for "Love Me Tender" by staging a morning matinee on Saturday, Nov. 24, for girls only — no males being admitted. The attraction, of course, was the Presley picture which opened its regular engagement Nov. 30.

The Radio City Theatre on Bathurst Street, Toronto, operated by V. Simone, returned to a Continental Film policy with the playing for an unlimited run of two operatic pictures, "Fedora" and "The Life of Rossini." Last year this theatre followed a part-time foreign-language plan with one night of the week devoted to the presentation of European features.

The Famous Players' Capitol Theatre at Windsor is making capital out of the continuing interest in the late James Dean. Photographs of the former Hollywood star are available at the candy bar of the theatre but the pictures are not giveaways — they're being sold to patrons.

Aime d'Hondt, former theatre manager at Delhi, Ont., for years, has received the appointment of recreation director by the Delhi municipality for the winter program. M. Snyder, one-time manager of the Centre Theatre, Pembroke, recently became manager of the Community Gardens arena at North Bay.

Maritimes

Friends will sympathize with J. L. McCarthy, local Republic representative, in the death of his mother this week.

Jack Lebow, General Manager for RKO Distributing Corporation, was a visitor to Film Row this week.

Winnipeg

Theatres closing for the Winter include the Community Hall, Strongfield, Sask.; Hawarden Theatre, Hawarden, Sask.; Lyric Theatre, Russell, Man.; Lake Lenore Theatre, Lake Lenore, Sask.; while the Gary Theatre, Treherne, Man., is open temporarily on Thursdays and Saturdays.

Norm Simpson was guest of honor at a farewell luncheon tendered by Film Industry Associates on Thursday, Nov. 29th, at the Georgian Room, Hudson Bay Company. Norm leaves on Saturday, Dec. 1st, to assume the Branch Managership of the Paramount office in St. John.

The Motion Picture Pioneer's Annual Dance is to be held in the St. Charles Hotel, Monday, Dec. 3rd.

Frank Davis, Warner Bros. manager, leaves this week-end for a Miami, Florida, vacation.

"The Solid Gold Cadillac" goes into its third week at the Garrick, Winnipeg, with "Giant" moving into a second week at the Capitol. "The Bad Seed," which played two weeks at the Metropolitan, goes into the Gaiety for a third week. "Show of the Week" at the College, Tivoli and Uptown Theatres was "The Sixth of June" and "Hilda Crane." "Love Me Tender" opened at the Metropolitan to teen-age line-ups.

A big bouquet to Western Theatres, who even with declining theatre attendance, still carry out their policy, without fanfare, of bringing free entertainment to the disabled and elderly. Each week a number of gentlemen from the Deer Lodge Veterans' Home are guests of Western Theatres and their managers at the various theatres.

One hundred and sixteen members of the 4-H Club, presently convening in Winnipeg, were guests of the Odeon management, at a theatre party on Wednesday, Nov. 21st — at the Garrick Theatre, where THE SOLID GOLD CADILLAC provided solid entertainment.

Visitors to Film Row included Garnet Wright, Keewatin; Mel Dalseg, Sioux Lookout; D. Melnyk, Fisher Branch.

Theatre Services have taken over MGM advertising as of Dec. 1st.

Prairies

Amusement taxes collected in Moose Jaw to the end of October totalled \$28,462 as compared with \$35,032 at the same date last year.

The Globe Theatre at Lafleche, Sask., has been sold by Mr. and Mrs. Eldon Flynn to Mr. and Mrs. Andre Nallou, operators of the Gaiety Theatre.

Vancouver

A week of record thick fog and start of Christmas shopping is keeping grosses down in most theatres, but "Giant" continues to be the town's blockbuster in its second week at the Orpheum. Turnaways are actually helping other downtown theatres. "A Lamp Is Heavy" is doing well at the Vogue, and doing surprising business at the small-seat Studio is an oldie, Charlie Chaplin's "Gold Rush," now in its third week, and holds.

George Brewerton, Cambie owner, is making a success of his foreign film policy. He uses extra space in newspapers, and makes use of all foreign language papers both here and in the Fraser Valley area.

Orin Jacobson, vice-president of IATSE was a local visitor, his object the merging of two projectionists' unions in Vancouver and Victoria, into one union. Nothing to report at present, but it may well come.

Dave Borland, Dominion manager, and Bill Myers of the Plaza, are on delayed holidays. Also Frank Gilbert, veteran projectionist at the Paradise, who is off on a three-months trip to Mexico.

F-P's Alma Theatre, recently opened after being dark for a year, is not clicking, and the theatre employees have all been given two weeks' notice. It looks as if the Alma's days as a movie are over, and it will be sold as real-estate. Other houses now re-opened are also having a bleak time, and may close, however theatre attendance generally is holding up well in B.C. and other parts of Western Canada this fall. Week-end business is particularly good, but biz is still off Monday through Thursday.

On the Beam

(Continued from Page 1)

as the shots of Montevideo, which were filmed right on the spot.

The battle scenes, as the British cruisers "Ajax" and "Achilles", and the little "Exeter" take on the pride of Hitler's navy, the pocket battleship "Graf Spee", are simply tremendous, and so realistic that you almost instinctively duck when the shells land. The scenes in Montevideo, Uruguay, as the British and French ministers on the one hand, and the German minister on the other, try to pressure the Uruguayan government, are another high spot of the picture, while the real climax, when Captain Langdorff blows up his beloved battleship, packs a dramatic wallop that is almost unbelievable.

It is very easy to see why "The Battle of the River Plate" is doing such fantastic business in Great Britain, where it opened two weeks ago. At a time when British morale has been so hard hit by the situation in the Middle East, I cannot imagine anything that could give the long-suffering Britishers a better lift, than seeing this picture. Nobody, with an ounce of British blood in their veins, could help but feel inspired by what they see. It is an outstanding job of film-making, from start to finish. Too bad it couldn't have premiered at the Odeon, Cairo.

W-B Title Change

Hollywood: "The Big Land" is the title for Alan Ladd's latest starring Warner Bros. picture, formerly called "Buffalo Grass". Virginia Mayo and Edmond O'Brien are also starred in the Jaguar production which was filmed in WarnerColor and directed by Gordon Douglas.

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RKO's 14

(Continued from Page 1)

romance, comedy, melodrama, science fiction and youth appealing themes.

Besides John Wayne other important personalities appearing in the fourteen early 1957 releases include Diana Dors, top ranking British actress; Red Skelton, Jane Powell, Janet Leigh, George Gobel, Vivian Blaine, Rod Steiger, Janet Blair, Teresa Wright, Glynis Johns, James MacArthur, Kim Hunter, Sarita Montiel, Cameron Mitchell, Adolphe Menjou, Gordon "Tarzan" Scott, Arthur O'Connell, John Beal and James Craig.

Red Skelton's Technicolor comedy, "Public Pigeon No. 1" co-starring Vivian Blaine and Janet Blair, heads off the parade for 1957, being scheduled for a January 9 release.

The remainder of the tentative release schedule follows:

"The Young Stranger," starring James MacArthur, Kim Hunter and James Daly, January 16;

"I Married A Woman," starring George Gobel, Diana Dors and Adolphe Menjou, January 30;

"That Night," Galahad Production starring John Beal, Augusta Dabney and Shepperd Strudwick, February 6;

"Jet Pilot," starring John Wayne and Janet Leigh, February 20;

"Run of the Arrow," Samuel Fuller production, starring Rod Steiger and Sarita Montiel, February 27;

Two science fiction dramas, "The Cyclops," starring James Craig, Gloria Talbot, Lon Chaney, Jr., and Tom Drake, and "X the Unknown," March 13;

"The Day They Gave Babies Away," starring Glynis John and Cameron Mitchell, March 27;

"Tarzan and the Lost Safari," Sol Lesser production starring Gordon Scott, April 3;

"The Lady and the Prowler," a John Farrow production starring Diana Dors, Rod Steiger and Tom Tryon, April 17;

"The Girls Most Likely," starring Jane Powell, Cliff Robertson, Keith Andes, Kaye Ballard and Tommy Noonan, May 22;

"The Violators," Galahad Production, starring Teresa Wright and Cameron Mitchell, June 3.

RKO will release four more pictures during 1956, including "Bundle of Joy," Edmund Granger musical starring Eddie Fisher and Debbie Reynolds; "The Silken Affair," starring David Niven and Genevieve Page; "Man in the Vault," starring William Campbell, Anita Ekberg and Karen Sharpe, and "Guilty."

SIMPSON

(Continued from Page 1)

nation. Murphy, who had been transferred to Saint John just recently from Montreal, is returning to Montreal to take another position.

Norm Simpson is a brother of Russ Simpson, who resigned several years ago as Toronto Branch Manager for Paramount to become General Manager of the Ottawa Valley Circuit for the O'Brien family. Succeeding Simpson as salesman in the Winnipeg Branch, is Alf Glass, previously head book-er in Winnipeg.

TV Package Deal

Pembroke: Plans have been launched at Pembroke by a local business organization for a "Community System" of closed circuit of television with many streets having already been wired for service into the homes of patrons linking with CBC Channels 4 and 9, and arrangements made for three other channels, according to announcement. The cost of the service for 12 months is \$329, the price including ownership of a Rogers Majestic 21-inch TV set.

UA Fieldmen Meet

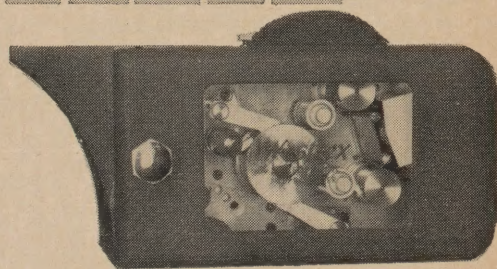
New York: A United Artists fieldmen's convention, bringing together exploitation representatives from every territory in the U.S. and Canada, was held at the Park Sheraton Hotel here last Thursday through Saturday. Archie Laurie, Canadian Publicity Manager for UA, represented Canada.

The conference, first of its kind held by UA, served to implement the company's campaign to revise and stimulate promotion at the local level. Format of the meetings combined talks by executives with workshop forums involving discussions by fieldmen of every facet of the advertising, publicity and exploitation operation.

Roger H. Lewis, National Director of advertising, publicity and exploitation for UA, chaired the proceedings. Home office officials participating in the meetings included vice-president Max E. Youngstein; William J. Heineman, vice-president in charge of distribution, and Mori Krushen, exploitation manager, as well as general sales manager James R. Velde.

Following the meetings, Roger Lewis started on a series of visits to the various district offices, and is scheduled to arrive in Toronto this Friday, December 7th.

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PRESLEY

(Continued from Page 1)

dawn Saturday morning, in sub-freezing weather, as 400 Presley fans were lined up by 7.30 a.m., and over 3,000 teeners broke down the doors of the theatre by 10 a.m., when the show was scheduled to start.

When the kids finally got into the theatre, and the P.A. system started to give out with classical music by Bach, screams of protest from the audience quickly convinced the management that a different type of music was required. An Elvis Presley album was substituted, and from then on pandemonium reigned supreme. Rock-and-roll dancing in the aisles, on the stage, on the seats, and under the seats was the disorder of the day, while newspaper photographers, strategically stationed throughout the theatre with cameras equipped with infra-red attachments, captured the facial expressions(?) of the delirious youngsters.

The newsreel, a short, and even the cartoon were greeted with shouts of "We want Elvis", and when the 20th-Fox picture finally showed on the screen, the noise could have been heard for blocks. Another similar demonstration occurred when their idol first appeared on the screen, about ten minutes after the picture opens, but even this was nothing to the clamor that arose when Elvis first started singing and giving out with the wiggles. Len Bishop, Shea's manager, and Sam Glasier, 20th-Fox's Canadian publicity chief, report that in all their years in show business, they have never seen anything to equal it.

Reports on the picture in its early engagements across Canada, are that business is little short of sensational.

ODEON

(Continued from Page 1)

proximately 450 men and paraded from the barracks to the theatre. CBC Television News covered the proceedings and was on at 6.45 p.m. Friday. They gave the theatre quite good coverage, including an excellent close up of the readagraph; the men parading and entering the theatre, also a couple of shots inside the theatre. CBC Radio also carried a story on the parading to the show in the News.

EMPIRE-U

(Continued from Page 1)

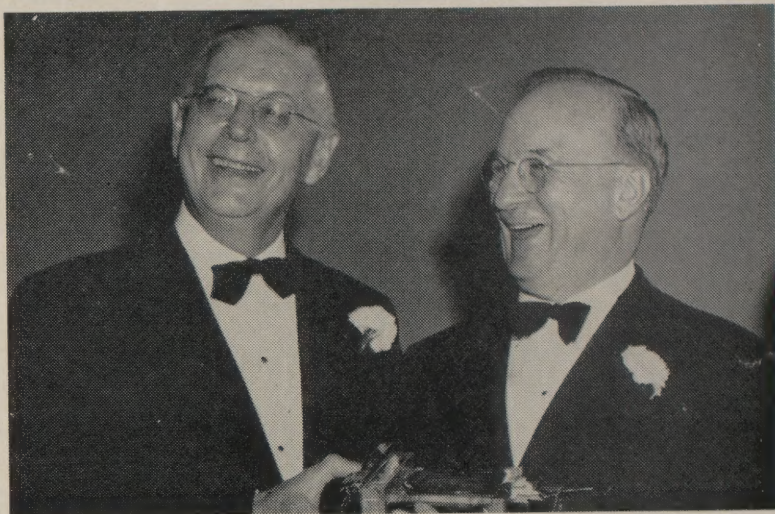
pire-Universal sales manager, and M. J. "Mickey" Isman, Montreal, Eastern district manager for Empire-Universal. Charles J. Feldman, vice-president and general sales manager of U-I is presiding over the meetings, which have been called to brief the company's sales executives on the important pictures to be released during 1957, to review sales policies and to outline promotional plans.

New DSE Installation

Toronto: Local office of Dominion Sound Equipments reports the purchase by J. J. Olscamp of new Century Projection and Sound equipment as well as Altec backstage accessories for the Empire Theatre, Cochrane, Ontario.

Also reported is an order from Norm Solomon, owner and manager of the Palace Theatre, Blind River, Ont., for the installation of new Century Projection and Sound equipment. Mr. Solomon's decision to buy the very latest in equipment for his theatre, reflects his faith in the town of Blind River, otherwise known as the "heart" of Canada's newest and richest uranium field.

At the Fourth Annual Canadian Picture Pioneers Award Dinner, Toronto, Nov. 22



Ontario Prime Minister Leslie Frost presents the 1956 "Pioneer of the Year" Award to Oscar Hanson.



John J. Fitzgibbons, President of Famous Players Canadian Corp., presents the special Pioneer Award for 1956 won by James A. Whitebone, of Saint John, N.B., to F. Gordon Spencer, who accepted the Award on Mr. Whitebone's behalf.



N. A. Taylor, Past President of the Canadian Picture Pioneers, presents the special CPP 1956 Award for the outstanding Pioneers Branch to Hy Swartz, President of the Manitoba Branch.



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